

CONTRACT

KOAT
 3801 Carlisle Blvd. NE
 Albuquerque, NM 87107
 (505)884-7777

KOAT
 www.koat.com

<u>Contract / Revision</u>	<u>Alt Order #</u>
965626 /	06385379
<u>Product</u>	
<u>Issue</u>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/29/12 - 11/06/12	327 REFORM NM NOW
<u>Advertiser</u>	<u>Original Date / Revision</u>
Reform New Mexico Now	10/18/12 / 10/18/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KOAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35-54	
<u>IDB#</u>	<u>Advertiser Code</u>
	51
<u>Product Code</u>	
	104
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

SRCP Media Inc
 Attention: Betsy Vonderheid
 201 North Union Street
 Ste 200
 Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	KOAT	10/29/12	11/02/12	Action 7 News @ 10p M-F	10-1030p		:30			NM	2	\$3,800.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				2	\$1,900.00			
N 2	KOAT	10/29/12	11/02/12	Anderson Cooper	11a-12n		:30			NM	5	\$1,250.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				5	\$250.00			
N 3	KOAT	10/29/12	11/02/12	Chew, The	12-1pm		:30			NM	5	\$1,000.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				5	\$200.00			
N 4	KOAT	10/29/12	11/02/12	Action 7 News @ 6p	6-630p		:30			NM	5	\$6,500.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,300.00			
N 5	KOAT	10/29/12	11/02/12	6a A7N More In The AM	6-7a		:30			NM	5	\$5,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				5	\$1,100.00			
N 6	KOAT	10/29/12	11/02/12	Good Morning America	7-9a		:30			NM	10	\$8,500.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	MTWTF--				10	\$850.00			
N 7	KOAT	11/03/12	11/03/12	Action 7 News @ 5p Sat	5-530p		:30			NM	1	\$550.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								
		Week: 10/29/12	11/04/12	-----1-				1	\$550.00			
N 8	KOAT	11/03/12	11/03/12	Sa 6a A7N More in the AM	6-9a		:30			NM	2	\$1,100.00
		Class of Time - Pre-emptible with notice										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>								

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Hearst Television Inc., does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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965626 /	06385379	
Contract Dates	Product	Estimate #
10/29/12 - 11/06/12	Issue	327 REFORM NM NOW S
Advertiser		Original Date / Revision
Reform New Mexico Now		10/18/12 / 10/18/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots		Amount
											Spots	Spots	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----2-				2	\$550.00				
N 9	KOAT	11/04/12	11/04/12	Action 7 News @ 5p Sun	5-530p		:30			NM	1		\$550.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 10/29/12	11/04/12	-----1				1	\$550.00				
N 10	KOAT	11/05/12	11/05/12	Anderson Cooper	11a-12n		:30			NM	1		\$250.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	1-----				1	\$250.00				
N 11	KOAT	11/05/12	11/05/12	Chew, The	12-1pm		:30			NM	1		\$200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	1-----				1	\$200.00				
N 12	KOAT	11/05/12	11/05/12	Action 7 News @ 6p	6-630p		:30			NM	1		\$1,300.00
		Class of Time - Fixed Non Pre-emptible											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	1-----				1	\$1,300.00				
N 13	KOAT	11/05/12	11/06/12	6a A7N More In The AM	6-7a		:30			NM	2		\$2,200.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	MT-----				2	\$1,100.00				
N 14	KOAT	11/05/12	11/06/12	Good Morning America	7-9a		:30			NM	2		\$1,700.00
		Class of Time - Pre-emptible with notice											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>									
		Week: 11/05/12	11/11/12	MT-----				2	\$850.00				
											Totals	43	\$34,400.00

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/29/12 - 11/06/12	43	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80
Totals	43	\$34,400.00	\$29,240.00	\$2,046.80	\$31,286.80

Signature: _____ Date: _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: KOAT	Date: 10/17/12
--------------------------------------	--------------------------

I, B Vonderheid
do hereby request station time concerning the following issue:

Reform New Mexico Now

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges: \$34,400

This broadcast time will be used by: Reform New Mexico Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

AGREED UPON SCHEDULE

For All Issue Advertisements That Communicate a Message Relating to Any Political Matter of National Importance

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
		10/19-10/28			

Total Charges:

AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

Note: Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Reform New Mexico Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

a corporation; a committee; an association; or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

10/17/12

Date

703-683-9755

Contact Phone Number

Betsy Vonderheide

Signature

TO BE SIGNED BY STATION REPRESENTATIVE



Accepted



Accepted in Part



Rejected

JK
Burzillo

Signature

Printed Name

GSM

Title



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CONTRACT

Contract / Revision	Alt Order #
965833 /	06385381
<u>Product</u>	
<u>Issue</u>	
<u>Contract Dates</u>	<u>Estimate #</u>
10/22/12 - 10/28/12	326 REFORM NM NOW
<u>Advertiser</u>	<u>Original Date / Revision</u>
Reform New Mexico Now	10/19/12 / 10/19/12
<u>Billing Cycle</u>	<u>Billing Calendar</u>
EOM/EOC	Broadcast
<u>Station</u>	<u>Account Executive</u>
KOAT	Mary Tricoli
<u>Special Handling</u>	
<u>Demographic</u>	
Adults 35+	
	<u>Total Ratings</u>
	151.30
<u>IDB#</u>	<u>Advertiser Code</u>
	Product Code
<u>Agency Ref</u>	<u>Advertiser Ref</u>

And:

SRCP Media Inc
Attention: Betsy Vonderheid
201 North Union Street
Ste 200
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KOAT	10/22/12	10/28/12	6a A7N More In The AM	6-7a		:30				NM	5	\$5,500.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 MTWTF-- 5 \$1,100.00 5.10													
N 2	KOAT	10/22/12	10/28/12	Good Morning America	7-9a		:30				NM	5	\$4,250.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 MTWTF-- 5 \$850.00 4.80													
N 3	KOAT	10/22/12	10/28/12	Sa 6a A7N More in the AM	6-9a		:30				NM	2	\$1,100.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 -----2- 2 \$550.00 5.50													
N 4	KOAT	10/22/12	10/28/12	Anderson Cooper	11a-12n		:30				NM	5	\$1,250.00
Class of Time - Fixed Non Pre-emptible													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 MTWTF-- 5 \$250.00 1.80													
N 5	KOAT	10/22/12	10/28/12	Chew, The	12-1pm		:30				NM	5	\$1,000.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 MTWTF-- 5 \$200.00 1.50													
N 6	KOAT	10/22/12	10/28/12	Action 7 News @ 6p	6-630p		:30				NM	5	\$6,500.00
Class of Time - Fixed Non Pre-emptible													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 MTWTF-- 5 \$1,300.00 7.60													
N 7	KOAT	10/22/12	10/28/12	Action 7 News @ 5p Sal	5-530p		:30				NM	1	\$550.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													
Week: 10/22/12 10/28/12 -----1- 1 \$550.00 6.10													
N 8	KOAT	10/22/12	10/28/12	Action 7 News @ 5p Sun	5-530p		:30				NM	1	\$550.00
Class of Time - Pre-emptible with notice													
Start Date End Date Weekdays Spots/Week Rate Rating													

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965833 /	06385381
<u>Product</u>	<u>Estimate #</u>
Issue	326 REFORM NM NOW S

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		Start Date	End Date	Weekdays	Spots/Week				Rate				
		Week: 10/22/12	10/28/12	-----1	1				\$560.00				
N 9	KOAT	10/22/12	10/28/12	Action 7 News @ 10p M-F	10-1030p		:30				NM	2	\$3,800.00
		Class of Time - Fixed Non Pre-emptible											
		Start Date	End Date	Weekdays	Spots/Week				Rate				
		Week: 10/22/12	10/28/12	MTWTF--	2				\$1,900.00				
N 10	KOAT	10/22/12	10/28/12	Nightline	1105-1135p		:30				NM	5	\$1,750.00
		Class of Time - Fixed Non Pre-emptible											
		Start Date	End Date	Weekdays	Spots/Week				Rate				
		Week: 10/22/12	10/28/12	MTWTF--	5				\$350.00				

*Tax 1 Note: New Mexico Tax Rate 7%

Time Period	# of Spots	Gross Amount	Net Amount	*Tax 1	Total
10/01/12 - 10/28/12	36	\$26,250.00	\$22,312.50	\$1,561.88	\$23,874.38
Totals	36	\$26,250.00	\$22,312.50	\$1,561.88	\$23,874.38

Signature:

Date: _____

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